



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO 308 SCHAUMBURG IL

POSTAGE WILL BE PAID BY ADDRESSEE

MERIT NOVEMBER SURVEY
PO BOX 4104
SCHAUMBURG IL 60168-9852



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BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO 308 SCHAUMBURG IL

POSTAGE WILL BE PAID BY ADDRESSEE

MERIT NOVEMBER REFER-A-FRIEND
PO BOX 4149
SCHAUMBURG IL 60168-9853



2061034506

P0001855

2061034506

Don't Miss The Cut-Off!

To keep us up to date and best able to serve you, please take a minute or two to fill out the survey below and mail before 2/29/96.

763.9602770654303

Ms. Maria Buonaventura
19 Palmer Rd.
Kendall Park, NJ 08834-1227

Please make my address confidential below:

Name Ms. Maria Buonaventura
Address 19 Palmer Rd.
City Kendall Park, NJ State NJ ZIP 08834-1227

By responding to this advertising survey and submitting below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and to receive marketing letters to my home subject to applicable state and federal laws.

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

2a. Is your regular brand...? (Check one)
☐ Regular/King Size ☐ 100's ☐ 120's

2b. Is your regular brand...? (Check one)
☐ Menthol ☐ Non-Menthol

2c. Is your regular brand...? (Check one)
☐ Lights/Full Flavor ☐ Lights/Full Flavor

2d. Do you usually buy it by the...?
☐ Pack ☐ Carton

3. How long have you smoked this brand?
☐ Less than 1 year ☐ 1 to 2 years ☐ 3 to 5 years ☐ Over 5 years

4. The next time you go to the store, if your regular brand were not available, what would you do...? (Check one)
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Buy a different brand entirely.
☐ Buy a different brand entirely.

5. What, if any, was your previous brand?

6. Which of the following statements best describes the way you use cigarette coupons? (Check one answer below.)

☐ I use almost any cigarette coupon I get.
☐ I use coupons only for cigarettes that I like.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

7. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special price?

☐ Never ☐ Rarely ☐ Sometimes ☐ Often

8. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (If we may have lost your mail, write in exact number of packs for each brand below.)

Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____

9. Which other brands would you consider buying?

☐ Camel ☐ Winston ☐ Newport ☐ Marlboro ☐ Lights
☐ Filter ☐ Soft ☐ Lights ☐ Lights ☐ Lights
☐ Lights ☐ Lights ☐ Lights ☐ Lights
☐ Lights ☐ Lights ☐ Lights ☐ Lights

Put A Friend In On Merit!

Know a smoker over 21 who'd like a reward, too? Let us know, and it's done! Then they may be eligible to receive future Merit mailings. Please have your friend complete and mail this form before 2/29/96.

☐ Mr. ☐ Ms. ☐ Mx. _____

Address _____

City _____ State _____ ZIP _____ Apt. # _____

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☐ Filter ☐ Soft ☐ Lights ☐ Lights ☐ Lights
☐ Lights ☐ Lights ☐ Lights ☐ Lights